Vlad Sandin

Graphic Design Specialist

Contacts

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Email:
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Portfolio website:
https://vsandin.com

Linkedin:
https://linkedin.com/in/vsandin

Education

Moscow State Open University

Master's Degree, Engineering and Computer Science

Top Professional Skills

EXPERT:

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Microsoft PowerPoint
HTML / CSS
CorelDraw
Adobe Dreamweaver
Constant Contact
Mailchimp
Image/Photo Retouching

PROFICIENT:

Adobe After Effects
QuarkXPress
Salesforce Marketing Cloud
WordPress

Profile

I'm an optimist, passionate about all design aspects; however I prefer strong work planning.

PROFESSIONAL PROFILE

Graphic Design Specialist with 16 years of experience in the complete design process, from conceptualization to delivery.

13 years of experience in Real Estate: **CBRE** (New York, NY), **Cushman & Wakefield** (New York, NY), **Kimco Realty Corporation** (New York, NY), **Connect Commercial Real Estate** (Los Angeles, CA), **Spectra Design Build** (New York, NY).

Expert in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) and **Microsoft Office** (PowerPoint, Word, Outlook). **Expert level** in HTML and CSS.

Proficient in other publishing and design art software (Page Maker, QuarkXPress, Corel), **web design applications** (Dreamweaver, WordPress), **email marketing services** (Salesforce Marketing Cloud, Constant Contact, Mailchimp, Bronto).

6 years of experience in social media marketing.

Expert in high quality image processing: editing, retouching, color correction, compositing.

PROFESSIONAL EXPERIENCE

CBRE · March 2024 – Present
Real Estate (Website, Linkedin), New York, NY
Graphic Design Specialist (Freelance)

- Provide graphic design expertise for the commercial real estate sector
- Design and format of marketing materials including offering memorandums, property brochures, investment sale proposals, booklets, flyers, presentation boards, direct mail, e-blasts, postcards, tour books and event invitations.
- Design media to use in print and web apps; high quality graphics in HTML and CSS.
- Photo retouching, editing, color correction, compositing.

Cushman & Wakefield · August 2022 – March 2024
Real Estate (Website, Linkedin), New York, NY
Graphic Design Specialist

- Design and format of marketing materials including offering memorandums, property brochures, investment sale proposals, booklets, flyers, presentation boards, direct mail, e-blasts, postcards, tour books and event invitations.
- Assist with Capital Markets project management, delegation, timeline development and broker communications.
- Create and coordinate initial listing presentations, broker opinions of value, and marketing strategy booklets.
- Explore/research and obtain information on all prospective print and online or offline sources.
- Design logos for each listing.
- Maintain and update marketing materials and templates.
- Provide marketing support and assistance in coordination of all aspects of the internal and external corporate marketing/branding.

Connect Commercial Real Estate · February 2021 – July 2022
Real Estate (Website, Linkedin), Los Angeles, CA
Graphic Designer

- Website development (WordPress).
- Magazine ads, brochures, flyers, cards, Power Point presentations, marketing collaterals.
- Designed trade show event signage.
- Designed social media content for Facebook, Linkedin, Instagram.
- Photo retouching and editing, color correction.

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PROFESSIONAL EXPERIENCE */continued/*

Kimco Realty · October 2016 – December 2020
Real Estate. (Website, Linkedin) Jericho, NY
Graphic Design Specialist

- **Brand and creative strategy development.** Work with the Chief Marketing Officer to formulate key brand and creative strategies, identifying ways to improve branding, lead generation, and engagement. Define and lead projects from concept to delivery in a wide range of formats. Development of creative assets that support corporate, leasing services and site-specific marketing goals, with a focus on maintaining brand consistency while bringing Kimco's narrative, storytelling, and value proposition to life.
- **Printing.** Designed postcards, marketing packages, marketing flyers, booklets, brochures, magazine ads and other marketing collaterals for external/internal use. See the Dania Pointe - Projects 2018-2020 brochure.
- **Social Media/Web.** Designed graphics and videos for social media, corporate website; web advertisement.
- **E-mail Marketing and landing pages.** Designed e-blasts (recurring campaigns, events, newsletters, etc.) in Constant Contact, Salesforce Marketing Cloud, and landing pages.
- **Marketing Initiatives/Corporate Projects.** See graphics created for the Kimco's Curbside Pickup™ Program or download the flyer (PDF).
- **Outdoor.** Designed window vacancy wraps, fence scrims, road leasing signs, digital signs, light pole banners, posters for ICSC shows.
- **Branding.** Designed Kimco's Corporate Logo, Kimco's Branding Guidelines, logos for various divisions of the corporation, logos for corporate projects.
- **Outdoor and Indoor signage.** Designed outdoor information signs, signs for reopening shopping centers, signs for indoor office use.

Plymouth Rock Energy (Engie) · June 2015 – March 2016
Independent energy suppliers in the Northeast. (Website, Linkedin) Woodmere, NY
Graphic Design Specialist

- Designed and implemented marketing materials including high quality graphics, layouts.
- Maintain the company website (Word Press).
- Designed and implemented custom assets such as new modern elements for the UI (icons, buttons, visual style).
- Created numerous e-mail marketing campaigns (newsletters, promotional emails, seasonal and holiday emails).
- Photo retouching and editing, color correction.

Spectra Design Build · Mar 2012 – Jan 2016
Real Estate, Interior Design, Building & Renovation. New York, NY
Graphic Design Specialist

- Design and maintaining of the company website (WordPress).
- Design media to use in print and web apps; high quality graphics in HTML and CSS.
- Photo retouching, editing, color correction, compositing.

NutraOrigin · Apr 2009 – Nov 2012
Nutritional supplements manufacturer & seller. (Website, Linkedin) Lake Success, NY
Graphic Designer

- Designed innovative company websites (2010 version, 2012 version) to elevate and differentiate branding and marketing.
- Designed company's e-blasts.
- 3D design (Autodesk 3ds Max, Blender).
- Designed print and web applications; delivered high quality graphics in HTML and CSS.
- Designed catalogs, booklets, media kits.
- PowerPoint presentations.